



Marketing Dashboard Jul 1, 2014- June 30, 2015

Fiscal Year Objectives

Clarify and launch the new consumer brand - the CA Hwy 1 Discovery Route. Increase shoulder-season overnight stays and traffic to 10 destination content. Provide shared-asset through hosted travel videos, itineraries, local maps, photography and social content.

Digital Dashboard Summary

12 month activities included digital campaigns as well as monthly public relations, social media, co-op print advertising and printed map distribution. Paid web/mobile/native/social placements delivered more than 21 million impressions at a cost-per-impression (CPI) of \$0.11 and cost-per-click (CPC) of \$0.38. Social media organic postings delivered more than 2 million impressions at cost-per-impression (CPI) of \$0.023. Earned media from public relations delivered + 1 billion impressions with ad equivalency of more than \$3 million. Campaigns generated + 190,000 website visitors and 92,000 visits to destination visitor guide pages, a 700% increase.

Paid Digital Media						
Media Site Seasonal Campaign	Placement	Delivered Impressions	Clicks / Engments	CTR	CPI	CPC
Bay Area News Publisher Spring 2015	Travel News Banners	1294566	1,346	0.10%		
Bay Area News Group Facebook Spring 2015	Contest Ads	90135	4,047	4.49%		
Bay Area News Group RTB1 Spring 2015	In Banner Video	401790	1,979	0.49%		
Bay Area News Group RT2 LA Spring 2015	In Banner Video	51000	359	0.70%		
Bay Area News Group Emails Spring 2015	Travel News Banners	8909	405	4.55%		
Bay Area New Group Fall Winter 2015	Network Ad Taxi	1449600	2,571	0.18%		
Bay Area New Group Fall Winter 2015	Mobile Travel	1222000	6,942	0.57%		
Bay Area New Group Fall Winter 2015	Facebook InFeed Posts	216400	7,418	3.43%		
ADARA Spring 2015	In Banner Video	358252	1,132	0.32%		
ADARA Spring 2015	Travel Banners	2331244	5,749	0.25%		
ADARA Fall Winter 2015	Display & Retargeting	4751000	9,324	0.20%		
Facebook Contest Road Trip Spring 2015	Geo BT Contest Ads	1,987,576	38,468	1.94%		
Facebook Promo Video Post Spring 2015	Geo BT Video Ads	75,310	24,595	32.66%		
Facebook Video Ads Spring 2015	Video Display	510,900	200,268	39.20%		
Facebook Fall Winter 2015	Geo BT Ads	248684	12,958	5.21%		
Google Adwords Spring 2015	Geo BT Adword	489,979	5,977	1.22%		
Google AdWords Fall Winter 2015	Geo BT Adword	287789	3,550	1.23%		
YouTube Display Spring 2015	Video Display	1,293,975	158,304	12.23%		
YouTube Display Fall Winter 2015	Video Display	220,319	9,438	4.28%		
Outbrain Native Placement Spring 2015	Travel News Video	4,308,000	7,153	0.17%		
Total Paid Digital Ad Placement		21,597,428.00	501,983	2.32%	\$0.009	\$0.38



Social Media Organic Postings				
Social Media Channel	Placement	Impressions	Followers	CPI
CAH1DR Facebook Annual	Organic Postings	1,735,000	39,289	
Twitter Annual	Organic Postings	377,000	1,911	
Pinterest Spring 2015	Organic Postings	70,890	359	
Total Social Media		2,182,890		\$0.023

Earned Media - Public Relations					
Media Coverage Type	Placement	Impressions	Ad Equiv	Publicity Value	CPI
Print Media Circulation Feature Coverage	Press mentions & features	1,540,000			
Online Media UVPM Annual	Press mentions & features	1,190,265,000			
Press Social Media Coverage	Press feature social coverage	7,376,000			
Total Earned Media		1,199,181,000	\$3,532,278	\$10,596,834	\$0.0000888

Website Stats			
URL	Visitors	Page Views	Destination
winecoastcountry.com	179,120	401,431	92,558
coastaldiscoveryroute.com	15,039		
Total	194,159	401,431	92,558